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P1/First Preference Listeners Continue to Drive Ratings in a PPM World

Research Director, Inc. has completed a study using Arbitron's PPM data from sixteen major markets. The study demonstrates that, as in a diary world, First Preference, or P1 listeners, continue to have a significant impact on a radio station's Average Quarter-Hour audience in PPM.

A station's P1 or First Preference listeners tune to that station longer than they listen to any other radio station. A station's P2 listeners tune to that station second-most, and so on.

In 2000, Research Director, Inc. conducted its last P1 study in diary markets and concluded that, on average, P1 listeners comprised 35.7% of a station's cume, and 70.4% of its Average Quarter-Hour audience. This new study looks at P1 listening in PPM markets and provides new preference-level benchmarks by demo, ethnicity and format, based on a 10-survey average (June 2009-February 2010) in the selected markets.

Among the key findings:

*While less than a quarter (22.2%) of all Persons 6+ cume listeners are P1 to the typical station in PPM, those listeners produce more than half (52.4%) of the Average Quarter-Hour audience to those stations. These numbers are smaller than in diary, but still demonstrate the major role that first preference listeners play in driving ratings results.

*As overall cumes in PPM have dramatically increased, so has the percentage of a station's cume that is P4+. Half (50.0%) of the typical station's cume audience is made up of P4+ listeners in PPM, yet those listeners represent less than one-fifth (19.6%) of the station's Average Quarter-Hour audience. (In a diary world, on average, less than one-quarter of a station's cume audience are P4+.)

*P1 listeners in PPM spend an average of 7 hours with their favorite radio station, while P4+ listeners spend less than one hour.

*Across demos in PPM, P1 Cume and Average Quarter-Hour compositions are relatively consistent, though the AQH audience composition from P1s does increase slightly in the older demos.

<div align="right">(continued)</div>

*Ratings for "Spoken Word" formatted radio stations are most impacted by P1 listeners. More than a third (34.2%) of these stations' cume listeners are P1, representing 66.0% of their Average Quarter-Hour audience.

*By ethnic group, African-American P1 listeners spend the longest time with their favorite station (8:00). Other P1 listeners (non African-American, non-Hispanic) contributed the largest percentage of Average Quarter-Hour audience (53.8%).

Marc Greenspan, a managing partner of Research Director, Inc., stated, "Even as overall cumes have skyrocketed in PPM, a station's P1 listeners remain most crucial to its ratings success."

Charlie Sislen, President of Research Director, Inc., commented, "Lots of stations develop strategies to boost cume. Successful stations put their emphasis on improving their P1 and P2 cume…not their P-Nones."

Research Director, Inc.'s newest study, entitled "The P1 Effect…How First Preference Listeners Drive Ratings in a PPM World", is available at: http://www.ResearchDirectorInc.com/newsvault.asp

How The Study Was Conducted
Research Director, Inc. analyzed preference level listening for the sixteen major markets that have utilized PPM data as currency since second quarter 2009. A ten-survey average (June 2009–February 2010) was used in the study. Ten different demographic groups were examined, including African-American, Hispanic and Other. Nine formats were also analyzed.

Research Director, Inc. conducts ratings analysis for client stations, finding the best sales stories and presenting the information graphically and persuasively. The company also does analysis for programmers, using the company's proprietary Instant Answer, Instant Answer for PPM and Diary Review Analysis systems.